

# How To Get A New Website On A Budget



# What We Will Cover

## **1. Purchasing a domain and hosting package**

- How to choose and register a domain name
- How to choose a hosting provider

## **2. Consider the main types of websites**

- What type of website best suits your goals
- How much should you pay for a new website to be designed

## **3. What are the main options for creating low cost but high quality websites**

- Ask a local web designer
- Buy a Wordpress theme and get it tailored to you
- Create your own site using site builder services

## **4. Overview of the Trading Online Voucher**

# How to choose and register a domain name



## Pitfalls to avoid

- When it comes to picking a domain name, avoid creative spelling. It makes it hard for potential customers to guess your domain name.
- Avoid hyphens – it looks like you didn't get the name you wanted
- Any words you would have to spell out to a client are also bad. Your domain name should be intuitive so people can find your website easily.
- Don't obsess over getting keywords (e.g. Attic Insulation Dublin ) in your domain to help your Google rankings. This has much less of an impact now than in the past. If your website content is strong, the domain won't matter.

# How to choose and register a domain name



## A .com or a .ie ?

### Advantages of a .com

- Cheaper than .ie (typically €10 / year Vs €20 / year )
- Best option if you plan to target foreign customers in the future

### Advantages of a .ie

- Easier to find a domain that isn't taken
- Immediately conveys you are an Irish business

# How to choose and register a domain name




## Where do you buy a domain name?

**Blacknight.com**  
**Register365.com**

I recommend blacknight.com for their competitive prices and great customer service.

Note: When you buy a domain name you need to renew it every year. It is not a once off purchase – if you don't renew it each year you will lose it.

# How to choose and register a domain name



*Top  
Tips*

## Final tips when buying a domain

- If it is going to be the main web address for your business – and not just a domain you think you “might use” – buy it for 5-10 years as this will help your SEO
- Set it to automatically renew – not manually renew. This will avoid you ever losing your domain because renewal emails went into your spam folder

# How to choose a hosting provider



## What is hosting?

In order for your website to appear on the internet it needs to be on server

Rather than buy a server which is very expensive you can buy space on a server and it is called "Hosting".

It typically costs between €50 - €100 per year and has to be paid every year.

When you buy hosting you can also setup email accounts on your domain name e.g. sales@yourcompany.com

# How to choose a hosting provider



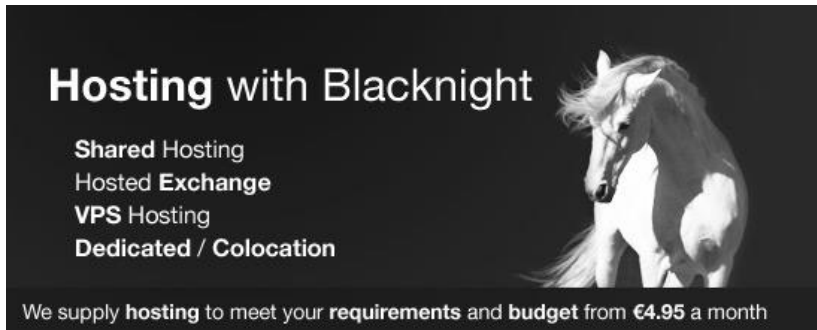
## Tips when setting up hosting

Although it might seem easier to have your web design company provide the hosting – don't go down this route.

- You will pay more than if you simply bought it yourself
- Buying it yourself is very easy
- Owning your own hosting means you are never at the mercy of your web design company – you control the website and can easily give them access to it whenever you wish
- It makes it much easier for you to move away from a web design company in the future



# How to choose a hosting provider



**Hosting with Blacknight**

- Shared Hosting
- Hosted **Exchange**
- VPS Hosting
- Dedicated / Colocation

We supply **hosting** to meet your **requirements** and **budget** from **€4.95** a month

## Where can you get hosting?

**Blacknight.com**  
**Register365.com**

I recommend blacknight.com for their competitive prices and great customer service.

On Blacknight.com choose the Linux Minimus package for around €50 + Vat per annum

Note – set it up to automatically renew each year to avoid your site going down if you miss the renewal notice

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# What type of website suits your goals?



## 1. Brochure / Informational website

This is where you just want to convey information about your product or service without selling anything. It could only be a few pages or be contain hundreds of pages.

### Recommendation

Whether it is a small site or a large site you should aim for a content management system that uses software such as Wordpress. It enables you to add as many pages as you like (stored in a database) plus they can be easily be updated by logging into an administration panel.

# What type of website suits your goals?



## 2. You want to sell online

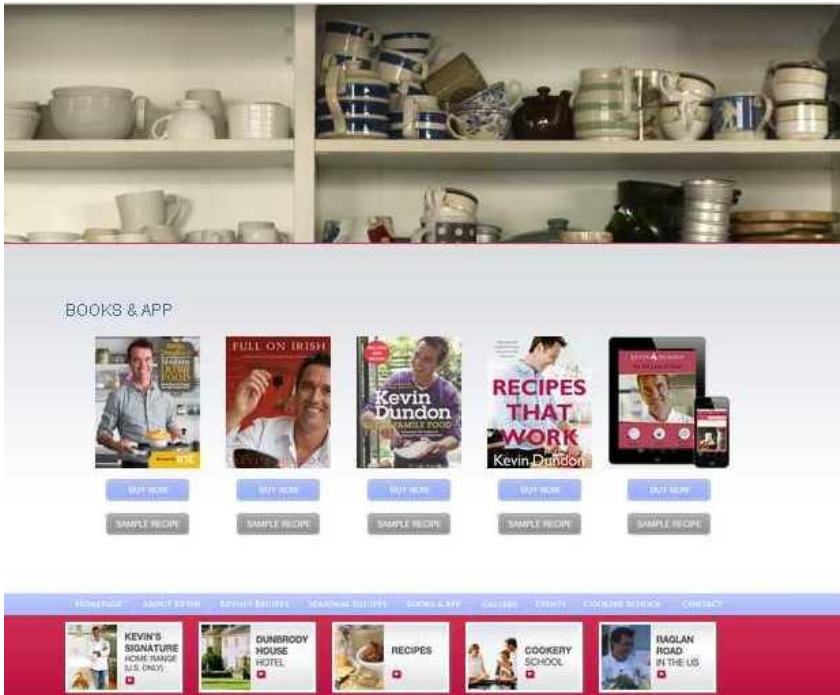
### Option 1 – You're selling lots of products

If you wish to sell many products online you need an e-commerce website. This type of site is much more involved as you'll need a shopping cart, payment gateway, and possibly a merchant account or PayPal. You'll also need to calculate the tax and shipping fees for each item you're selling.

### Recommendation:

You need an ecommerce system which has all the features of an online shop. Best options are WooCommerce (WordPress) or Magento or OScommerce

# What type of website suits your goals?



## 2. You want to sell online

### Option 2 – You only have a few products

If you only have a few products then an easier and much cheaper solution is to sell products using PayPal buy now buttons on your site.

PayPal takes care of the whole transaction process without purchasing each of the services separately. You simply pay a small fee to them for each transaction.

# How much should you pay for as new website?



## Custom design website

### Typical prices:

5 page site €600 - €900 + VAT

10 page site €1,100 - €2,000 + VAT

Ecommerce site € 3,000 - €5,000 + VAT

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# What are the main options for creating low cost but high quality websites



## Option1: Custom design website

### Why custom design?

- You get to have full control of the design of every page.
- You can specify anything that you want on the site
- You know that your site will be unique to you – this is important for businesses such as hotels who want high visual impact and unique design tailored to their brand

### Factors which impact price

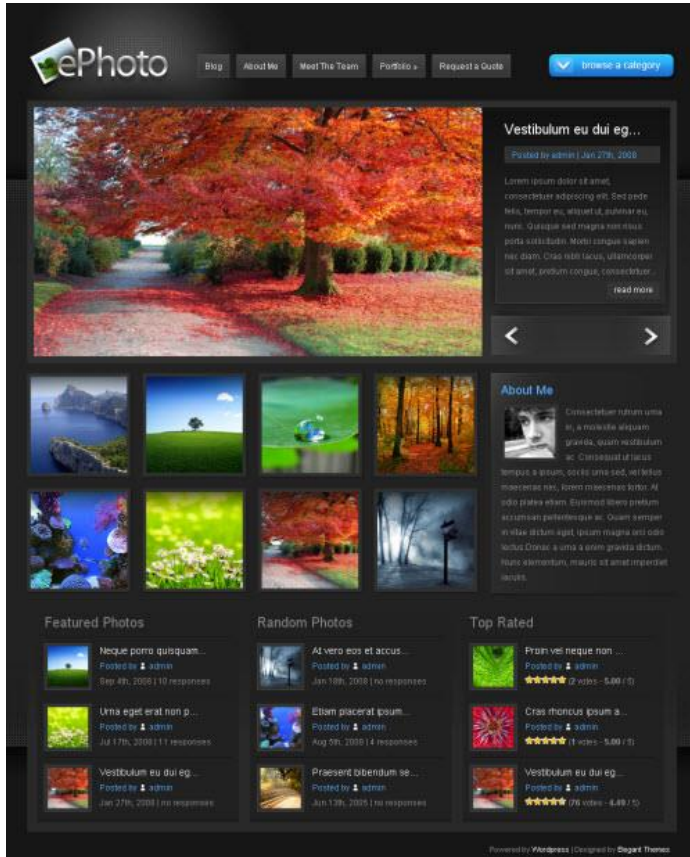
- The quality of the designer – some designers are excellent and some are very average. Remember that people will judge your business based on the design
- The number of pages – the more pages the more work involved.
- Any bespoke features that require programming
- Whether the content needs to be programmed into a content management system so you can update the site

### When choosing a web designer ...

- Ensure they appear high up in Google for their own website
- Check that their client websites appear high up in Google
- Check with previous customers that they are nice to deal with



# What are the main options for creating low cost but high quality websites



## Option 2: Wordpress Themes

### What is a Wordpress theme?

- Predesigned website template which is also pre-programmed
- There are superb quality themes available, with lots tailored to your business sector
- Much cheaper than custom designing a site. You could get a site up and running from between €100 + VAT - €700 + VAT, depending on how much work you do yourself in terms of setting it up

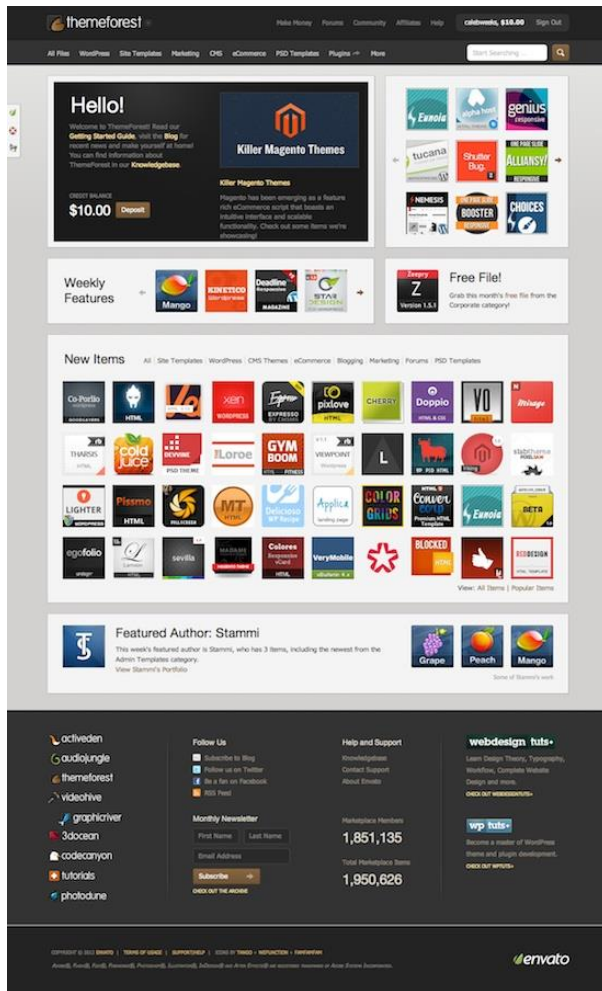
### How to get a theme

- The web design company tells you they are using themes and ask you to choose one

Or

- You purchase one yourself and then ask a web design company to set it up on the server for you and input your content

# How could you create a low cost but high quality website



## 1. Find a premium Wordpress theme

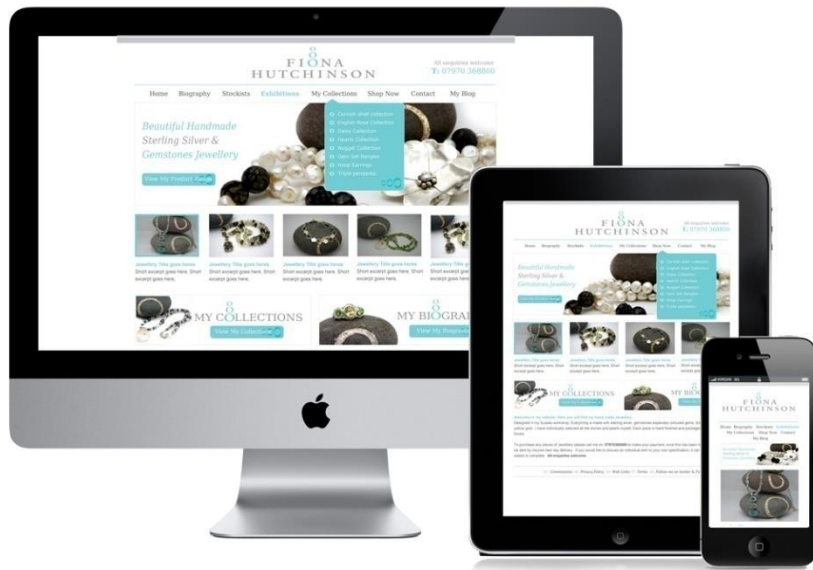
Never get a free Wordpress theme. They usually have spyware,. Viruses and are not secure in terms of hacking.

- Search in Google for "premium Wordpress themes for (Your sector) e.g.. "premium Wordpress themes for dentists"
- Go to themeforest.net

Then search for themes to do with your sector

- If you find a site that you like, use wpthemedetector.com to see if it is a Wordpress theme and where you could buy it.

# How could you create a low cost but high quality website



## 2. Preview the demo and ensure it is responsive

Ensure you can preview a demo version of the theme

Test it to ensure it is responsive

# How could you create a low cost but high quality website

## Hire



 **WORDPRESS**  
**Programmer**

### 3. Purchase the theme

Purchase the theme and once purchased download the files

### 4. Get someone technical to configure the site

Do a Google search for a web designer and ask them for a quote to:

- a) Take your Wordpress theme and put it on your hosting account
- b) Configure the theme to the point where you can add your own content
- c) Provide you with some training on how to use Wordpress (or you can access an online course at [udemy.com](https://www.udemy.com/) )
- d) Link your domain name to your website in order to put the site live when it is ready

# How could you create a low cost but high quality website

## Hire



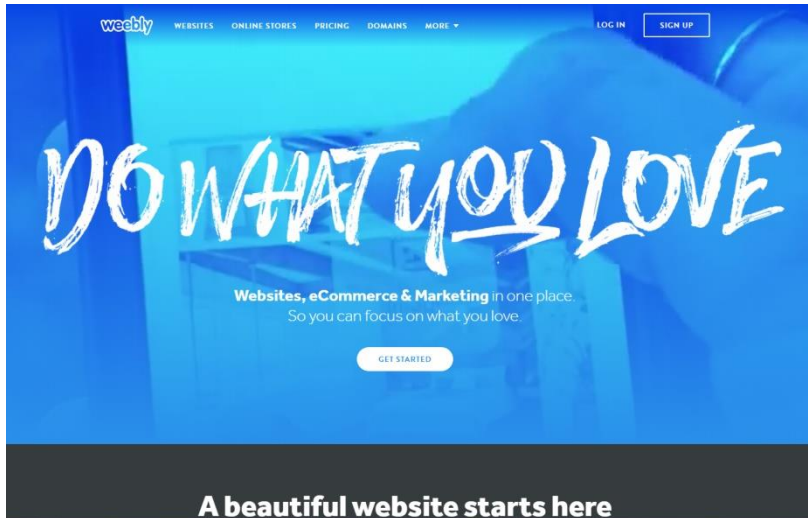
 **WORDPRESS**  
**Programmer**

**If you can't find a local  
Wordpress programmer to do this**

...

- a) When you purchase the theme on themeforest.net they will recommend freelancers who will do this for you. Typical price is around €100 - €150
- b) Or go to [www.fiverr.com](http://www.fiverr.com) and search for Wordpress programmer or Wordpress theme

# What are the main options for creating low cost but high quality websites



## Option 3: Build your own using sitebuild websites

There are many sites you can go to where you can easily tailor one of their templates. Very easy to upload your images and copy and paste your text.

It's a cheap and cheerful way to get a web presence and ideal for someone starting out on a small budget.

Check out:

- [Wix.com](https://www.wix.com)
- [Weebly.com](https://www.weebly.com)
- [Squarespace.com](https://www.squarespace.com)

For ecommerce sites definitely check out [shopify.com](https://www.shopify.com) which is excellent.

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# Trading Online Voucher



Please refer to the local Enterprise Office Website for full details.

Simply click this link

<https://www.localenterprise.ie/Clare/Financial-Supports/Trading-Online-Voucher/>



**ANY QUESTIONS?**